
In re Application of:
Garth Close
Serial No.: 10/811,659
Filed:03/29/2004

Group Art Unit: 3634
Examiner: Purol, Sarah L.

For: System and Method for Product Display Arrangement and Rotation

Commissioner of Patents and Trademarks
Washington, D.C. 20231
Via EFS

AMENDMENTS AND RESPONSE TO FIRST OFFICE ACTION

Remarks

1. This AMENDMENTS AND RESPONSE TO FIRST OFFICE ACTION is in response to the Office Action mailed March 28, 2007.
2. Claims amendments and arguments are presented below.

§102 Rejection of claims 1, 34, 35, 36, 37, 38, 39, 40, 45, 50, 51, 57, 58, 66, 67, and 68 based on Jarecki '146.

3. Applicant cancels some of the referenced claims and respectfully traverses the §102 rejection of other claims as noted below.
4. FIG. 2 below is an illustration of the shelf mounted device described by Jarecki (the '146 patent).

“... Referring to FIGS. 1 and 2 simultaneously, the **shelf display system 10 includes a base 11 which rests upon a standard warehouse store shelf 12**. The base 11 consists of a series of transversely extending crosspieces 13 which are mounted on longitudinally extending support rods 14. (Jarecki col 4, lines 21-27)

...

FIGS. 1, 2 and 4 also show the operation of the **rear box pullers, or rear container pullers**, shown generally at 21. As seen in FIG. 2, a rear box puller 21 includes a front handle 22, **two longitudinally extending rods 23 disposed on**